Introduction to the Course

KOM5111: Communication Theory

Second Semester (February), 2018/2019
By: Assoc. Prof. Dr. Siti Zobidah Omar
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Room:  Department of Communication, Faculty of Modern Languages and Communication, Universiti Putra Malaysia
Course requirement

Required text:

Other readings:
Course requirement

Other readings:

After completing this course, the student should be able to:

• To explain the role and function of communication theory (C5),
• To build an appropriate theory in communication research (P4),
• To apply communication theory in a certain communication context (A5, CS)
Course Synopsis

The course covers an analysis of contemporary theories of communication that emphasizing on the similarities and differences between various communication, process of interpersonal, human communication, mass communication, organizational and international communication, development of communication theory and current issues in communication theory.
1. Introduction to Communication Theory and Basic Communication Theory
2. Perspective of Communication Theory
3. Interpersonal Communication Theory (Human Communication)
4. Group Communication Theory
Course content

5. Organisational Communication Theory
6. Mass Communication Theory
7. Culture and Critical Media Theory
8. International Communication Theory
9. Development Communication Theory
10. Current Issues in Communication Theory
Course evaluation

- First Assignment (Individual) 10%
- Second Assignment 30%
  & Presentation (Group)
- Mid-Semester Exam 20%
- Final Exam 40%
What is Theory? Why Theory is important to a Research.

Date of Submission: 19 April 2019
Guidelines 1st Assignment

• Length of 1st assignment: 8 - 15 pages each. Type written – double space
• References – using APA style
• Must be an academic writing
• No plagiarism. All assignments have to go through the ‘Turn-it-in’ process.
• Please submit on time
Student are requested to select at least one or two theories that you intend to use in your research. Please discuss:

1) Title of research
2) History and development of the theories
3) What is the theory all about
4) Main concept and variables of the theory
5) Application of the Theory to your research (main and sub-theory)
6) Your Research Framework
7) Criticism or Issues of the Theory
8) Future Development of the Theory

Date of submission: 31 May 2019
Guidelines for 2\textsuperscript{nd} Assignment:

• Length of your assignment: 20-25 pages including References
• Discussion must reflect the topic and objectives of the study
• \textbf{No plagiarism}. All assignments have to go through the ‘Turn-it-in’ process.
• Students need to present their proposal in class (10% marks)
Guidelines for 2<sup>nd</sup> Assignment:

- Current Literatures
- References - priority given are from Journals, academic books
- Academic writing, follow APA style in citing others’ work.
- Date of submission: Week 14
- Please submit on time.
Mid-Semester Exam (20%)

- Subjective questions
- Open Book/Internet Exam
- Answer two questions
- Question one is compulsory
- Will be given four questions. Choose two questions to answer
- Duration of exam: Two hours
Final Semester Exam (40%)

- Subjective questions
- Open book/Internet Exam
- Answer Four questions
- Question one is compulsory
- Will be given eight questions. Choose Four questions to answer
- Duration of exam: Three hours
Reminders of Plagiarism

- Students are not allowed to plagiaries
- Please refer to ‘Turn-it-in’ or ‘Viper’ software
- Zero marks [0] will be given to those students who are caught doing so.


• Journal provided in Easy Proxy (UPM’s Library)
• Other related Journals
• Google Scholars
• Scopus
• Web of Science (ISI)
• Communication Theory Journal
• www.communicationtheory.org
Journal - Malaysia

- MyJurnal
- MyCite – Malaysian Citation Index
- Jurnal Sains Humanika - UTM
- Jurnal Komunikasi - UKM
- Jurnal Pengajian Media – UM
- Jurnal Pertanika Sains Sosial – UPM
- etc
Publisher

- Routledge Publication / Taylor & Francis (http://www.tandf.co.uk/journals)
- Sage Publication (http://www.sagepub.co.uk/Journalhome.aspx)
- Asian Media Information and Communication Centre (AMIC)
Other related matters

- Turn-it-in
- APA Style of referencing
- WorldCat
All the best ...